

## GoHigherKY.org sparks college dreams

Larry Joe Fitzpatrick was certain he had saved his guidance counselor a ton of work. Even before the start of his senior year at Lawrence County High School in 2005, his college planning was already finished.

"I was not going to college," Fitzpatrick said. "I didn't think I'd ever make it into college, so I was just going to go to work after graduation."

Luanne Finley, a Lawrence County guidance counselor, remembers thinking that Fitzpatrick would either join the military or go to a technical school. "He was in ROTC, and he liked to work on cars," she said.

For Fitzpatrick, who lives in the small eastern Kentucky town of Martha, it was enough that he would soon be achieving another important goal — becoming the first member of his family to graduate from high school.

"I'm one of 13 kids," he said. "Six sisters, seven brothers, and I'm the first one to graduate."

Enter Amy McLoney, KHEAA's outreach counselor for North Eastern Kentucky. McLoney visited Lawrence County High School in the fall of 2005 to train students and staff on using the GoHigherKY website.

The GoHigherKY website was new at the time, Finley said, so they were registering the whole student body on the site. The school just does the training for freshmen now.

"That was the first time I ever saw him interested in college," Finley said. "The day we were training on GoHigher, I remember he turned around and looked at me and said, 'Do you think I could go to college?'"

The next day, Finley brought Fitzpatrick into her office for an in-depth training session on the website. "I'll be honest," he said, "I didn't understand a lot of what was on there, and I was stubborn. But Ms. Finley sat me down and made me look at it. She broke it all down and explained it to me."

Fitzpatrick said the breakthrough moment came when he was completing GoHigher's Interest Finder exercise (under Career Center), the program that identifies a student's aptitudes and interests and matches them with a career.

"Education matched first," he said. "That's the cool part about it. My teachers had always told me that I'd make a good teacher because I was good working with (underclassmen)."



Lawrence County High School counselor, Luanne Finley, explaining website to LCHS junior Lewis Michael

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Fitzpatrick, who averaged three sports a year in high school, said that picking physical education as his major was a no-brainer. Finding the right college, however, took a little more time.

"I use the GoHigher and KHEAA websites almost on a daily basis," Finley said, adding that it's more convenient for her to link to college websites from GoHigher rather than retype the website name every time. It was from GoHigherKY that Finley and Fitzpatrick linked to the websites of schools close to Lawrence County. He chose Alice Lloyd College.

"We found out from an Alice Lloyd financial advisor that he qualified for veterans' benefits," Finley said. Because his father is a disabled Vietnam veteran, Fitzpatrick qualifies for a waiver from Alice Lloyd, which will allow him to complete his education free of tuition or loans.

Fitzpatrick, now 18, is currently into his second semester as a freshman at Alice Lloyd, but he hasn't forgotten the encouragement he received in high school. "My coaches and teachers cared. So many people have helped me hang in there," he said, remembering the 45-minute bus rides to and from school every day. "Now my goal is to help other students."

Fitzpatrick also remembers the GoHigherKY training that first sparked his college dreams. "Any student who thinks they can't go to college should look at it," he said. "Give it a chance."

## Career detail video clips now available

Users of GoHigherKY.org now have access to approximately 500 video clips in the *Career Center* module. Students, adult learners, parents, counselors and others in the educational community can view these video clips to receive detailed information about a particular career in the *Career Center*. The videos are also available in Spanish. To view the video clips, just go to the *Career Center* and click on either the list of *Careers by Clusters* or the *Alphabetical List of Careers*.



Students from Trimble County High School checking out GoHigherKY.org

## Résumé builder available through *Career Center*



**Create your own résumé  
and edit or change any  
time as needed**

GoHigherKY.org is pleased to announce the addition of a *Résumé Builder* in the *Career Center* module. The *Résumé Builder* may be accessed through the *Career Center* and myGoHigher. The résumé builder will allow users to create and print their own résumés with the ability to automatically save the résumé in myGoHigher and to edit or change as needed.

# GoHigherKY.org training and workshop sessions

On November 17, a GoHigherKY.org training session was held in Danville at the ECU extension site. Kim Baldwin, KHEAA/Student Loan People Outreach counselor for the South Central Kentucky area, conducted the training.

The training was attended by middle and high school counselors in the South Central area. A live presentation of the GoHigherKY.org site, with a review of all of the modules was conducted.

In addition to the training, each eligible participant received three Effective Instructional Leadership Act (EILA) hours for their attendance.

To set up a training session, please contact the Outreach counselor in your area or call KHEAA at 800.928.8926 for more information.

GoHigherKY.org *The Power and the Potential* workshop was held August 31 at the KCTCS Central Office. The workshop goals were to:

- Raise awareness and understanding of the role of GoHigherKY.org in increasing student recruitment and enrollment.
- Communicate institutional roles and responsibilities in making GoHigherKY.org a continued success.
- Build confidence in GoHigherKY.org as a channel for online admissions and recruitment of students.

All public and private institutions were invited to attend and bring representatives from admissions, enrollment management, and/or student recruitment directors.

Individual sessions were held, and a computer lab was available for participants to go online and explore GoHigherKY.org.

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*When asked what was best about the site, one participant said, "the wealth of resources all in one location for one-stop shopping on college planning."*

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**Tom Layzell, President of the Kentucky Council on Postsecondary Education speaking at the workshop.**

Featured speakers included Jim Applegate, Vice President, Academic Affairs, CPE; Laura Owens, Deputy Secretary of Education; Gene Wilhoit, Commissioner of Education; Tom Layzell, President, CPE; Edward Cunningham, Executive Director, KHEAA and The Student Loan People; Ted Franzeim, Senior Vice President for Customer Relations, KHEAA and The Student Loan People.

Other speakers/participants included Alitta Leachman, Daviess County Adult Educator; Charles Patton, Daviess County High School Counselor; Linda Goldey and Darylyn Grey, Spencer County High School Counselors; and Luann Finley, Lawrence County High School Counselor.



**Participants of GoHigherKY.org *The Power and the Potential* workshop.**



# GOHIGHERKY iPod WINNERS

Each month KHEAA and The Student Loan People sponsor a giveaway to encourage students to use the GoHigherKY website for their college planning needs. Students who create an account on the website are automatically registered to win a 512 KB iPod Shuffle. The following winners have already been awarded their iPods:

## January

**Name:** Hilary Hatfield  
**School:** Belfry High School  
**Grade:** Junior

Hilary registered with GoHigherKy.org in January. She is undecided about her college choice but is interested in pursuing a degree in elementary education.



## February

**Name:** Erik Abbott  
**School:** Bullitt Central High School  
**Grade:** Sophomore

Erik's mom told him about GoHigherKY.org. He decided to use the site because he wanted to start looking around for colleges and getting ideas of what he wants to do after high school. He recommends that other students use the career center.



## March

**Name:** Brandon Eddins  
**School:** Franklin County High School  
**Grade:** Senior

Brandon had already decided to go to the University of the Cumberlands but registered on GoHigherKY.org anyway. His mom used the site to fill out the online application to the University of the Cumberlands and the FAFSA. He is planning on majoring in information technology and will play soccer for the University in the fall.



## April

**Name:** Tiffany Lewis  
**School:** Elliott County High School  
**Grade:** Incoming Freshman

Tiffany created an account when KHEAA Outreach Counselor Amy McLoney visited her school. She completed an interest inventory and a career match while visiting the site. After high school, Tiffany plans to study pediatric medicine or cosmetology.



## May

**Name:** Grace Karem  
**School:** Shelby County High School  
**Grade:** Sophomore

Grace created a GoHigherKY account with the help of her math teacher. She is undecided about her college plans, but thinks she may want to attend an out-of-state college and major in psychology or biology.



## June

**Name:** Allita Leachman  
**School:** Owensboro  
Community and  
Technical College

Allita is a financial aid counselor at Owensboro Community and Technical College. She created a GoHigherKY.org account to show her colleagues how simple it was to use.



## July

**Name:** Kara Lynn Newburg  
**School:** Attended Lafayette  
High School

Kara Lynn recently earned her GED. She created an account on GoHigherKY.org to find information about college. Kara Lynn wants to attend ITT Technical Institute and major in criminal justice.



## August

**Name:** Sherri Jenkins  
**School:** Eastern High School  
**Grade:** Junior

Sherri heard about GoHigherKy.org on a college visit to Morehead State University. After graduating high school, she hopes to attend Berea College. She visited the school and feels she can receive a great education there. She is planning on majoring in international studies.

A promotional banner with a blue and white background. On the left, a young man in a green hoodie is holding a white iPod Shuffle. To his right, the text reads: "Create a GoHigherKY Account & Be Entered to Win a Free iPod Shuffle\*". At the bottom right, there is a blue button with the text "Click HERE for Details!".

Create a  
GoHigherKY  
Account &  
Be Entered  
to Win a Free  
iPod Shuffle\*

Click HERE for Details!

## GOHIGHERKY.ORG TOP 10 MOST REQUESTED PAGES:

- |   |   |
|---|---|
| <b>1</b> Career Center/List of Careers              | <b>6</b> Select a School/List of Schools Statewide        |
| <b>2</b> Select a School/Campus Tours               | <b>7</b> Apps & Transcripts/Admission Application Manager |
| <b>3</b> Career Center/Alphabetical List of Careers | <b>8</b> Plan for College/Plan for College                |
| <b>4</b> Career Center/Career Matching Assistant    | <b>9</b> Paying for College/Paying for College            |
| <b>5</b> Student Planner/Plan for College           | <b>10</b> Financial Aid/Scholarship Search                |



## Individual Learning Plan training

KHEAA Outreach counselors and other KHEAA staff participated in the Individual Learning Plan (ILP) training provided by the Kentucky Department of Education (KDE). The web-based ILP replaces the IGP and is integrated with GoHigherKY.org where students and parents have a seamless entry into the ILP and GoHigherKY.org. The integration of both systems will make using both systems faster and easier. High school students can create a GoHigher account when they create their Individual Learning Plan accounts. By using both systems, students can take advantage of the functionality of both the ILP and GoHigherKY.org.



## What we're hearing about GoHigher

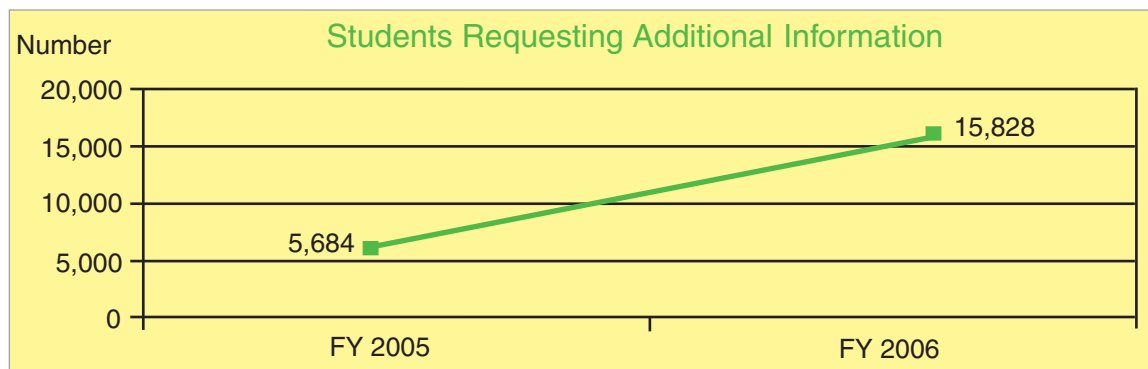
*"This GoHigherKY website is cool! It's easy to use and I really like the Career Center!"* — Student

*"We love the GoHigherKY.org website. We use it all the time. Our seniors have used it this year and we intend on having you in again to train our juniors to use it too. We think it has everything to plan for college. I especially like the fact that there is such an excellent scholarship search and cost information at your finger tips. Thank you for giving us GoHigher."* — School Counselor





## Students requesting additional information



During FY 2006, the number of students who requested additional information about student loans and financial aid increased 178 percent as compared to FY 2005.

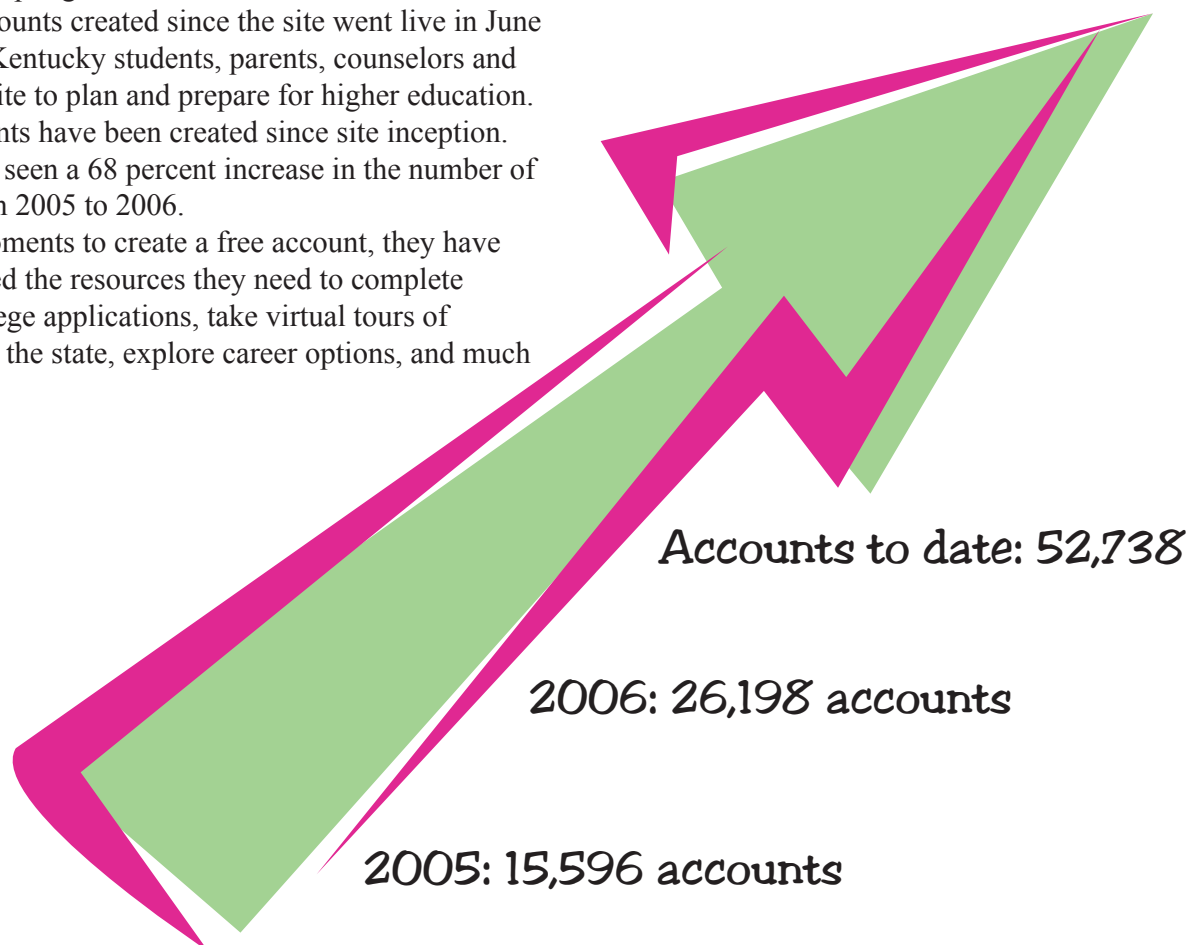
Students are asked, “Are you interested in receiving information about student loans and financial aid?” to which they may answer yes or no.

Students who answered yes are sent a detailed e-mail reporting all state and federal financial aid programs. The e-mail also provides direct links to the appropriate websites.

## Number of GoHigherKY.org accounts is soaring

We are witnessing rapid growth in the number of new GoHigherKY.org accounts created since the site went live in June 2004. Thousands of Kentucky students, parents, counselors and others are using the site to plan and prepare for higher education. In fact, 52,738 accounts have been created since site inception. GoHigherKY.org has seen a 68 percent increase in the number of accounts created from 2005 to 2006.

By taking a few moments to create a free account, they have automatically obtained the resources they need to complete financial aid and college applications, take virtual tours of campuses throughout the state, explore career options, and much more!



# Check out these GoHigherKY.org stats

The following information provides details on the growth of the GoHigherKY.org website. We appreciate the responses from students, counselors, and parents who have made the website such a success.

- Accounts—52,738 created to date.
- Outreach counselors provided overviews and assisted students in creating accounts at 65 visits during the first quarter of FY 2007.

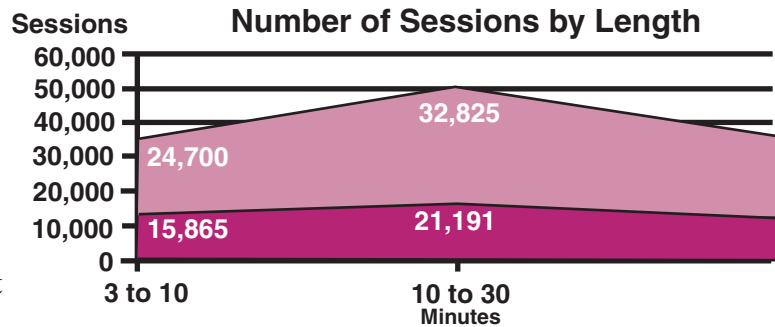
Outreach counselors visited upper elementary, middle and high schools as well as adult education centers.

The amount of time visitors are spending on GoHigherKY is consistently increasing. Compared to FY 2005, the number of visitors in 2006 who spent:

- 30+ minutes on the site increased 37 percent.
- 10 to 30 minutes increased 55 percent.
- 3 to 10 minutes increased 56 percent.

If you have any questions, comments or suggestions about GoHigherKY.org, contact:

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